

Celebrating Business in Boston

Our Fortune is Made

The Boston Business Heritage Project

City of Boston • Office of Business Development
Thomas M. Menino, Mayor

Enterprising spirit is one of Boston's greatest assets. Boston's businesses, large and small, historically have been creative, dynamic and committed to the community. It is a proud tradition. Once again, Boston is leading the way in tapping a quiet revolution in business, industrial and consumer trends back to the nation's cities. Business is growing in Boston! From the dynamic downtown to the more than 30 bustling neighborhoods and villages across the city, companies new and old are leveraging each district's unique competitive and historic advantages. The partners in the Boston Business Heritage Project celebrate those efforts! Along with the Boston Preservation Alliance and The Bostonian Society, the City of Boston Office of Business Development and its Boston Main Streets program is proud to spearhead this partnership of commerce, civic commitment and historic preservation that make Boston a special place in which to do business.

Thomas M. Menino, Mayor of Boston

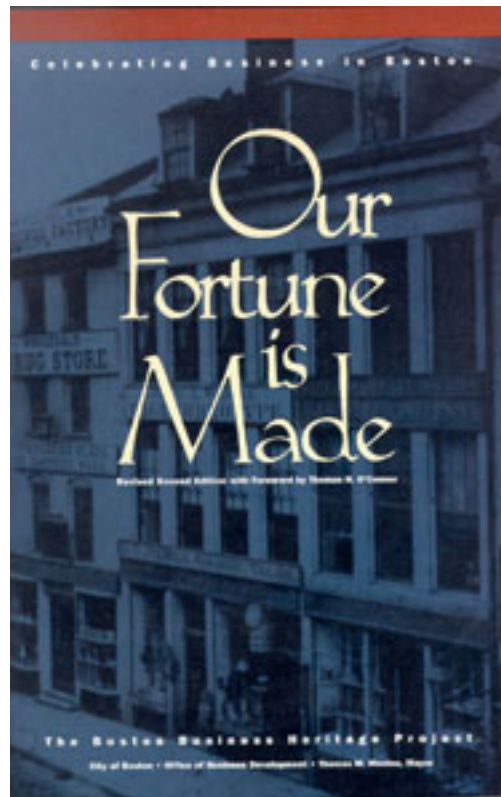
Contents

[Boston](#)
[Business](#)
[Heritage](#)
[Project](#)
[Foreward](#)
[Heritage](#)
[Business](#)
[Built to Suit](#)
[Commerce](#)
[Money Tree](#)
[Shopping](#)
[Publishing](#)
[Manufacturing](#)
[Wholesale](#)
[City of Villages](#)
[Mutual](#)
[Interests](#)
[Hospitality](#)
[Businesses](#)

[Who Are](#)
[Boston's](#)
[Heritage](#)
[Businesses](#)
[200](#)
[150](#)
[100](#)
[75](#)
[50](#)
[25](#)

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[Mark Your](#)
[Place in Time](#)

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Office of Business Development

Letter from the Boston Business Heritage Partners

In 1996, Boston Main Streets/City of Boston, Boston Preservation Alliance and The Bostonian Society joined together to identify and celebrate generations of Boston business by inaugurating the Boston Business Heritage Project. While Boston residents and visitors recognize Paul Revere's House, the U.S.S. Constitution, Trinity Church, and Dorchester Heights as historic landmarks, few consider the long heritage of Boston's commerce that continues to evolve today. Some retail shops, professional offices, factories and market districts tell personal stories of community life—others exemplify the city's commercial expansion over three centuries.

Our goals are to support business development in Boston and to increase awareness of the city's unique businesses and historic resources that contribute to the economy of the city. With this publication and other activities, we hope to provide an economic and educational boost for long-standing businesses, their customers and area residents.

After researching archival information and old business lists produced by The Boston Herald, the Boston Business Journal, and Boston's 350th anniversary celebration committee, we collected information with a broad survey. Information flowed from local historical societies, trade association representatives, and Main Street managers as well as the businesses themselves. Restaurants, garages, law firms, bookstores, and others from every neighborhood of the city shared information on their founding and evolution, physical location, goods and services, historic artifacts, and preservation projects. While the advisory committee placed emphasis on businesses that had reached their centennial year, businesses 25 years and older were encouraged to participate.

The Boston Business Heritage Project Partners are pleased to share with you this special second edition publication of *Our Fortune is Made: Celebrating Business in Boston*. This publication recognizes some of Boston's historic business trends and highlights distinctive businesses. Some exciting new features have been added—along with over one hundred additional businesses of historical significance, and some tips on effectively using history as a marketing tool. As we prepare to enter the 21st century, we wish Boston business owners much success, and look forward to the continued expansion of the Boston Business Heritage Project in the years ahead.

City of Boston Office of Business Development

Boston Preservation Alliance

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Foreword

Text of the speech presented by Thomas H. O'Connor at the inauguration of The Boston Business Heritage Project on May 13, 1997.

In writing about various aspects of the history of Boston over the years, I have often been

fascinated with the ups and downs of the city's business and financial history.

Many descriptions have been given about what is particularly unique and distinctive about the character of Boston business—it's creativity, its diversity, its longevity, its vitality. But I have never failed to be impressed by its resiliency—its ability to meet a challenge, respond to that challenge, and successfully reinvent itself at so many different times and in so many different ways.

Over the course of nearly 400 years, Boston has gone through a series of

economic changes—actually complete social upheavals—which would have caused other urban centers to collapse, and made their economic underpinnings disappear completely.

During colonial times, as we know, Boston lived off the sea. Its maritime economy was based on fishing, shipbuilding, trade, commerce, and a variety of import and export enterprises. But these activities spun off numerous land-based enterprises—taverns, hotels, Chandler shops, clothing stores, rope walks—and numerous other businesses that made Boston a lively and profitable seaport town.

Troubles with Great Britain in the early 1800s produced a series of embargoes, followed by devastating war when British ships blockaded New England harbors and throttled Yankee commerce. Bostonians did not wait for disaster to strike, however. They took their idle capital and invested it in textile mills in order to produce the goods that could no longer be brought in from Europe. If the demand was there, they were determined to furnish the supplies.

And when the war was over, the new textile operations seemed like such a good thing, the Boston investors simply added them to their shipping enterprises. In fact, the ties between the mills in Lowell and Lawrence and the ships lying at anchor at Boston harbor (the marriage of the Wharf and the Waterfall, Samuel Eliot Morison called it) became so important that the Boston men were soon investing in railroads. And the financial operations generated from these activities led the investors to organize their own banking system. Instead of being overcome by the disasters of the moment, Boston businessmen produced one of the first examples of diversification in a nation where most enterprise was concentrated on single-staple crops of specialized products.

Nothing good lasts forever, of course, and by the middle of the twentieth century many of Boston's valuable enterprises had become the victim either of national economic changes or new technological inventions. By the Age of the Great Depression, Boston's century-old industrial complex was in the process of breaking down completely. Its textile factories were packing up and going South in search of cheaper labor; its shoe and boot industry was slowly dying off. The increase in overland truck transportation slowly brought train traffic to a halt; the coming of the airplane spelled the inevitable end to the passenger vessel and the city's historic role as a world seaport. The smells of the wool houses, the leather houses, and the coffeehouses along Summer Street were fast becoming memories of the past. By the 1940s and early 50s there were many who were certain that the days of Boston business were finished, gone forever.

But once again Boston responded, and in the years after World War II reacted to the challenges of the moment, and adapted to a new age and a new technology. At a time when science, technology, and brainpower had replaced machines, flywheels, pulleys and levers, Boston became a center of electronics, then computers, and now digital enterprises. It was the beginning of an era

when the medical industry as well as the education industry would become part of the image of a New City with something to say about the future directions of economic planning.

But in addition to adapting to changes in techniques, Bostonians also adapted to a new way of thinking about the relation of government to business. During the 1930s and 1940s, it was customary for the leaders of business and the leaders of politics in Boston not even to speak to one another—much less to work together or to plan together. Financial power was in the hands of the downtown Yankee establishment, while political power was in the hands of neighborhood Irish bosses, and between these two forces there was little common ground. To a great extent, they hated one another—and the antagonism showed too clearly in the way in which much of the infrastructure of the city was left to decay and deteriorate.

The subsequent economic revival of Boston and its spectacular renewal during the 1960s and 70s came about through the sensible and inevitable realization that harmony and cooperation between business leaders and political leaders are absolutely essential in the planning process if the future of the city is to be assured.

During the fall of 1955, the late John Galvin and a group of Boston businessmen visited Pittsburgh to see at first-hand the massive rehabilitation program then under way. They were particularly impressed by the effective coalition that had been formed between Mayor David Lawrence, a longtime political figure in that city, and Richard King Mellon and a group of local businessmen called the Allegheny Conference. Expressing surprise at the unlikely alliance between old-time ethnic politicians and modern business executives that would have been unthinkable in their own city at that time, the people from Boston asked Mayor Lawrence what he and Mr. Mellon could possibly have in common. Lawrence replied: "We have the same hobby." "And what is that?" asked the Bostonians. "Pittsburgh," said the mayor.

As Bostonians look into the next century, planning the future shape of the city as well as designing the character of its various economic enterprises, it might help for all of us, despite our many differences of opinion, to remember that we should all have one thing in common—one "hobby"—Boston!

Thomas H. O'Connor, Professor Emeritus, Boston College, is the author of many books on the history of Boston, including *Building a New Boston: Politics and Urban Renewal, 1950-1970*, *The Boston Irish*, and *South Boston: My Home Town*.

Heritage Business

What Makes A Heritage Business?

Established 1897... Since 1926... Serving Boston for over 40 years... You see it everywhere, in ads and on marquees—tangible signs of the pride taken in the endurance of Boston's long-established businesses. Since 1968 may not sound like very long ago, but it's almost 30 years—and it takes a lot to keep a business alive, well and growing and continuing to serve a changing clientele for over a quarter of a century. It takes even more to ensure that a business will see its century mark. Just what does it take to keep a business thriving in Boston? And who are the remarkable business owners, managers, workers and clientele that make it all work?

Service and Commitment to Community

Some businesses naturally outgrow their usefulness over time, like the American Stay Company that produced whalebone corset stays (and later shoe fittings) or the great Boston Ice Company that supplied ice to tropical climes as well as to iceboxes in households across the city in the days before refrigeration. Just what distinguishes the Boston-based businesses that have endured, some for over 200 years? Some companies, like food wholesaler Sun Sun Company of Chinatown (est. 1940) or the Sullivan Funeral Home in Brighton (est. 1935), provide essential products and services. Some, like eatery Jacob Wirth's (est. 1868) or heating fuel company D. J. Cutter of Dorchester (est. 1872), provide services that remain in demand across generations.

Other long-lived businesses have made creative and often difficult choices. Many of Boston's heritage businesses found it advantageous to move to new locations within the city, either because they outgrew an earlier site or to follow their customer base. Other businesses redefined themselves as the world changed, devising new products and services to replace outdated ones. For example, realizing that automobiles were replacing horse-drawn carriages, one long-time stable operator in East Boston transformed his livery business into a garage and car service, becoming Cap's Auto Livery of East Boston. It remains a local institution today!

Whatever their strategies for survival and growth, these concerns continue to find Boston a good place to do business.

"Whether big or small, old or young, all of Boston's heritage businesses share one essential characteristic—commitment to their customers—through providing exceptional service and a quality product."

1895*"I have got it! Our fortune is made!"**King C. Gillette (upon the idea of a disposable razor blade)*

Office of Business Development

Built to Suit

John Adams and the other Boston patriots put their faith in a new political system. One of the bedrocks of the new nation was to be free enterprise.

From these roots grew Boston's enduring identity as the economic Hub of New England. It is a quintessential American success story—of a unique city that so often led the way in enterprise while at the same time nurtured rich social traditions—and of the commerce that has enabled that city to thrive.

Location, Location, Location!

How Boston Became the Hub

Boston was ripe for maritime success in the eighteenth century. It had a deep protected harbor situated at the mouth of three rivers that provided access to the agricultural uplands. With the rise of industry in the nineteenth century, the rivers still served the city well, as the sites for numerous factories (although rail not river barges more often provided the transit). The port not only sent New England-made goods worldwide, it served as the gateway to waves of immigrant labor for these expanding industries. The burgeoning population, both native and newcomers, also provided a huge customer base for the city's retail establishments. The whole affair was buoyed by the foresight of a vigorous financial community; it was sustained by the daily efforts of managers, laborers, clerks and artisans in workplaces and residences across the city.

This economic story of Boston is one that looks not only toward the sea, but inward to the commercial districts throughout Boston. Indeed, Boston's fortunes were immediately and inextricably intertwined with those of its neighboring towns and communities. However, a prime location was not enough to ensure success. The city's fortunes also relied on the creative spirit and industry of its business leaders and workers.

It is a story that includes some of the city's best-known firms and fabled

entrepreneurs. Here, then, is another Boston history, played out not on the sea but in the homes, workshops, factories, offices, warehouses and shops all over the city.

It is not, however, a history any the less short on romance or fervor.

The Business of Building Boston

You can find the city's economic history in its skyline. Massive Federal-era warehouses still ring the harbor. The web of Boston finance still spreads out like the spokes of a wheel from the concentration of high-rise office buildings from State to High Streets downtown. Amble outward via the Back Bay to find the elegant mercantile palaces (like Louis of Boston and FAO Schwartz) and grand hotels (the Lenox or the Park Plaza), both vintage and new. The grace of elegant living remains reflected in the bow-fronted galleries and chic clothiers of converted rowhouses along Charles and Newbury Streets, such as Marika's Antiques and Pricilla's bridal shop, which still entice. Like the early streetcars, commuter rails still daily carry the city's workers from the cottages, mansions and triple-deckers of Boston's first suburbs of the South End, Roxbury and Jamaica Plain. Mill buildings and early twentieth century factories, many now converted to apartments, still line the Neponset and Mystic Rivers, from Charlestown and Dorchester to Hyde Park, monuments to the city's industrial heritage.

For each generation of Bostonians, building has remained the quintessential sign of the city's economic vigor. Throughout the nineteenth century, major sections of the city were constantly under construction, the result of major landfill and transit projects. Boston increased its size threefold through massive landfills, such as the filling of the Back Bay in 1857 (it took 30 years, with rail cars dumping loads of fill every 45 minutes, sometimes round the clock). These projects depended on a plethora of engineers and architects. Eminent firms like Stone & Webster and legendary architects Shepley Bulfinch Richardson and Abbott have their roots in this great age of expansion. Building spawned dozens of construction companies of all sizes. In fact, a large segment of Boston's local economy depended on growth, and still does. Isaac Blair & Co. (est. 1820), Daniel Marr & Son of South Boston (est. 1898), L. Guerinis of Mattapan (est. 1917) and Trethewey Bros. of Roslindale (est. 1902) continue to build the city of today.

Adaptability: Blending New Ideas with the Old Boston

Ask any business strategist: the ability to adapt to new conditions is a key aspect of business longevity. Boston has been particularly successful in adapting its cityscape to meet the needs of new businesses and industries while retaining the unique historical character which defines the city and that continues to draw both residents and visitors. Many sites have been renovated to retail or residential use. Mercantile warehouses in the North End, Charlestown Navy Yard and South Boston now house restaurants, stores, artist

studios and high-tech businesses. Mill buildings in Hyde Park and Dorchester have been converted into malls and residential complexes.

Commercial buildings continue to be adapted to accommodate new industries. Teradyne (est. in 1960), a leading producer for the electronics industry, has always made its home in recycled commercial buildings in the old Leather District. In 1972, they expanded to the historic Albany building on Lincoln Street, carefully preserving the architecturally significant exterior. Also in 1972, when family-owned beverage company Lenox Martell (est. 1946) moved from the old Chickering Piano Factory in the South End to Jamaica Plain, they restored the new offices to their 1920s appearance. Since its founding in 1927, James Larkin Moving and Storage has called the converted Franklin Brewery building in Roxbury home. The blueprinting firm of B. L. Makepeace was nearing its century mark when, in 1983, it renovated the expansive old Clorox bottling facility in Brighton. In fact, recycling and renovating the city's fine older sites has become an important aspect of the Boston building trades. Adapting old commercial sites for new uses while retaining their architectural character is one way Boston has retained the city's individual historic character and still adapted to changing urban needs.

An Unfinished Story

The last quarter of the twentieth century has seen a different kind of industrial revolution in Boston. Commerce is increasingly done over airwaves and electronic networks rather than highways and waterways. Communications technology not only changed the way commerce is conducted, it became one of our leading industries! The airport long ago surpassed the harbor as the major entry point for newcomers, now predominantly from Asia, the Caribbean and Eastern Europe. These communities have new building needs.

Once more, the new Boston is responding to the challenge. Fort Point Channel in South Boston remains abuzz with commerce, now home to photo-imaging companies as well as trucking lines. Afro-centric gift shops thrive in Mattapan Square. Along the Neponset Parkway in Hyde Park, small artisan-based firms are replacing the old heavy industries. East Boston, once more accessible by water taxi, is again capitalizing on its waterfront vistas. Asian food markets line Dorchester Avenue, reflecting a new customer base in that community. The old Allston railroad district is now home to Boston television stations. Commerce, large and small, remains alive and growing along the Charles.

The sum of these individual stories of commerce and industry in Boston highlights the complex layers of urban business history over the course of almost four centuries. There is no one story nor does it always take a linear path. Each industry, each business, each entrepreneur, each commercial district, each community has forged a unique path in finding their role in the interdependent story of commerce in Boston.

A city's economic story is never finished. It is active, living and

evolving—with its foundations in Boston’s diverse communities, entrepreneurial drive and rich traditions.

Office of Business Development

Commerce

From its founding in 1630, Boston was an economic enterprise.

The city was favored with a fine port and energetic businessmen to exploit it.

After the Revolution, with the old colonial restrictions now lifted, enterprising Boston seafarers established trade with every foreign port of the world. Of renown was the fabled China Trade, but trade contacts included the Pacific, Russia, Scandinavia, equatorial Africa and the Mediterranean. The wealth created by this international trade would eventually finance factories and railroads around Boston and across the nation for generations to come.

Trading Center of New England

As both the capital of the Massachusetts Bay Colony and the principal market for all New England, early Boston was a whirl with economic activity. By 1720, Boston already had the look of a city, with bustling wharves, town squares and cobble-stoned streets where country traders, merchants, urban artisans, visiting aristocrats and naval officers mingled.

The Towne House (later the Old State House) was the center of commerce. From its commanding view down the Long Wharf, merchant-ship owners, investors and ship masters met daily, establishing the commercial network for New England’s trade to the southern colonies, the West Indies, Spain, and most significantly to mother England. Boston soon supplied much of North America and Great Britain with rum, molasses, and fish in exchange for lumber, animal hides and English manufactured goods.

The Port Industries

Colonial Boston’s diverse trade economy created jobs for a great number of tradesmen: coopers, bakers, hatters, tallow chandlers, truckmen, porters, carpenters, shipbuilders. Alongside the large mercantile firms and major port industries like shipbuilding, small business such as the Bell in Hand Tavern (est. 1795) nestled in the crowded blocks around the town dock. Town business prospered and grew. By 1740, Boston had become the commercial hub for the whole region, home to wholesalers and agents for upland industries (including distilleries in Medford and cod fisheries in Plymouth) as well as supporting an array of marine-based trades quartered around its own inner harbor.

In the eighteenth century, merchants like Thomas Hancock and Josiah Quincy controlled the entire trade process: goods imported in their own ships were stored in their own warehouses and sold in their own shops. Flourishing as it was, Boston's seaborne commerce changed in the nineteenth century, moving away from foreign goods and coming to depend on the shipping of New England manufactured goods. As this domestic trade increased, port industries became more specialized. A sophisticated interdependent system of producer-manufacturers, warehousers, wholesalers, retailers, haulers, coastal shippers, and rail agents developed to serve the port of Boston.

Ships were growing larger in size and tonnage. Marine trades evolved from small artisan shops to large manufacturing operations. The shipping industry was outgrowing Boston's inner harbor. In the 1830s, developers looked to the vast waterfronts of South Boston and East Boston. East Boston became the major point of entry for ocean vessels. Vast piers were built by major rail lines like the great Eastern Railroad, the Boston and Maine, and the Boston and Albany. This domestic transport system was supported by a diverse range of heavy industries in both South and East Boston. These industries were epitomized by the world renowned Atlantic Works of East Boston and R. Estabrooks Sons (City Iron Foundry) and the still active Boston Wharf Company of South Boston. With the advent of the harbor tunnels in the 1950s, these waterfronts were linked, evolving into the major road-hauling services that still traverse these industrial waterfronts today.

London Harness Company

Today's London Harness Company is the result of a succession of mergers of several artisan shops over the course of the nineteenth century. Like their predecessors, fine custom and imported leather goods for the discerning professional and traveler remain the foundation of this inimitable 200-year-old Boston retailer.

In 1776 Zachariah Hicks was operating a harness making and saddle shop in the heart of Boston. Hicks joined forces with legendary Boston trunkmaker W. W. Winship. Winship is credited with the innovation of the domed trunk (a storage staple in Boston attics for generations). The Winship family continued the tradition of selling fine luggage until 1973, when the firm was acquired by The London Harness Company.

At the same time the Winships were fulfilling Bostonian's taste for trunks, James R. Hill was building his harnessmaking trade in Concord, NH. By 1847, Hill's Concord Harness had become a household word. Wells Fargo used it in their overland delivery service. Buffalo Bill and P. T. Barnum relied on the Concord harness for their circuses. By 1865, Hill & Co were looking for new markets to conquer, and that meant Boston!

In 1890, Kennedy & Murphy was Boston's premier harness shop. Capitalizing on Victorian Boston's love affair with English goods, the firm characterized themselves as the London Harness Agency. Hill & Co did the competition one step better! In a bold move, the New Hampshire firm open a competing shop on Devonshire Street in 1895, and co-opted their rival's name. Operating as The London Harness Store, it was a clear attempt to attract Murphy's trade. By 1897, Murphy & Co were gone from the scene. Flush with success, Hill sold out to Boston investors, with the majority of stocks held by the Dwight family.

The London Harness Company continued to prosper. By 1919, true to their name, English leather goods were the principal wares. The Dwights sold the business in 1973. In 1993, S & S Consulting Group acquired the store. Their goal: to expand the company in a way which will not diminish the integrity or long-standing reputation which The London Harness Company has enjoyed for over 200 years.

"...being the chiefe place for shipping and merchandize."

William Wood, New England Prospects, 1634

Office of Business Development

Money Tree

As with other industries, Boston's early monetary firms grew out of the maritime trade. Banking houses were needed to provide letters of credit and exchange foreign currencies for merchants doing business around the globe.

Based on British models, Boston's first bank was created specifically to support trade. The Massachusetts Bank opened its doors in 1784—the second in the nation—and evolved into the BankBoston of today!

Shipping was a risky business; the loss of a cargo-laden ship at sea could wipe out a fortune. Merchants also needed to protect the investments they made in cargo, wharves and warehouses (which were prone to fire). A system of spreading this risk would evolve into Boston's insurance industry. New England Mutual Life was founded in 1835, specifically to manage funds to protect individual and business assets, and to ensure capital for growth. By

1842, the city boasted over 40 banks and insurance companies.

Boston's commercial banks grew out of the colonial system of private lending. Wealthy Boston merchants lent to both large and small enterprises. They considered it their duty to encourage industry among the trades-people of the town (and at the same time make a profit themselves!). Federal-era gentlemen like John Lowell and Russell Sturgis saw the need to invest in the expanding young nation in a more orderly way. These Bostonians organized banking associations like the Market National Bank (est. 1832) and Shawmut Bank (est. 1836) to facilitate the flow of capital into real estate and business loans.

By the mid-nineteenth century, there was a compliment of smaller, locally-based savings institutions and ethnic banks whose aim was to promote savings, neighborhood business and home ownership. Among them were the North End Savings Bank (est. 1870), Roxbury Highland Savings Bank (est. 1889) and Hibernia Savings Bank (est. 1912). The rise of these banks enabled Bostonians of all incomes to participate in the commerce of the city.

The early banks clustered down State Street, in immediate proximity to the port. In fact, State Street has much of the same prestige and meaning for Boston that Wall Street has for New York. State Street remains the heart of the financial community and investment activity still concentrates near Devonshire Street. As business became more complex, the district spread past High Street,

accommodating the many law firms (like Choate, Hall & Stewart, founded in 1898), accounting firms (like DiPesa & Co., now in its third generation and Boston's largest woman-owned CPA firm) and other businesses that make up the intricate world of finance.

Private Money and the Public Good

Boston's earliest utilities and public projects spawned a world-renowned investment community. With vision and foresight, New England financed the growth of enterprises nationwide for over two centuries. Boston money backed America's railroads and western expansion. It spearheaded investment in new technologies, underwrote exploration for natural resources, and fostered new industry, as it still does today!

Boston's earliest public-private partnerships were relatively small projects designed to improve transportation and port facilities. Working with city fathers, investors like the Broad Street Proprietors and Harrison Gray Otis were granted monopolies in return for building canals, bridges and quays. Then, in the nineteenth century, advances in energy and building technologies made previously unthinkable ventures possible—projects like filling in harbor marshes to create East Boston (begun in 1834) or lighting the entire city with gas lamps (Boston Gas was founded in 1822!). Railroad expansion would begin in the 1830s and link Boston to the whole eastern seaboard by 1850. However, such undertakings required huge sums of money. Public stock offerings and

public bonds became the most effective way to raise capital in order to finance large ventures.

Fortuitously, about the same time, Boston families who had made huge profits from trade began looking for new investment opportunities. Forward-looking Bostonians would finance whole new industries (such as the textile mills of Lowell), emerging utilities (like water and electric), and even Alexander Graham Bell's controversial telephone (which was invented here and grew into the Bell system). Securities investing fostered the rise of Boston's great brokerage houses like Tucker Anthony (est. 1892), Paine Webber (est. 1865) and managed investment funds, such as relative newcomer Fidelity (est. 1930). In the twentieth century, Boston brokers and venture capitalists continued to recognize emerging industries, financing the early computer industries of Route 128 in the 1950s, and later biotech firms and electronics companies like Teradyne (est. 1960).

Boston Stock Exchange

In the early 1800s, selling securities was a casual affair. Some brokers did their business right on the sidewalks of State Street! However, as more stocks became available, an orderly system was needed. In 1834, thirteen Boston gentlemen organized themselves into a "board of brokers", and the Boston Stock Exchange was born! From its first home at the Washington National Bank to its present site at One Beacon Place, Boston's trading floor has remained near State Street, the heart of the city's financial district.

The first listings were local bank and insurance stocks. Local mill and canal stocks, fledgling utility stocks, and state bonds were soon added. Nearly from its inception, however, Boston was a central market where stocks from across America were traded. These included western railroads and mining companies. Thus New England investors could participate in the growth of other regions as well as their own. Today, companies nation-wide continue to seek to be listed on the Boston Exchange. Small and emerging businesses often find listing here more accessible. Others are of unique interest to New England investors.

Because it operates in a highly competitive industry, the Boston Stock Exchange must work hard to keep its customers. In the 1920s, the New York Stock Exchange emerged as the dominant securities marketplace in the U.S. To succeed, the regional exchanges have had to be creative, and Boston often takes the lead! For instance, Boston was the first U.S. exchange to allow foreign brokers as members and was first to be electronically linked to a foreign exchange—Montreal! Stock orders are executed in seconds, thanks to The Exchange's "Beacon" electronic

trading system, considered the best in the nation.

Today, brokers no longer mill around actual trading posts. Clerks no longer race to post quotations on the big board. While there is less waving and shouting, Boston's trading floor is still an exciting place. And the essence of the open market remains: The Boston Stock Exchange still provides an orderly market for stocks in a regulated environment while offering its members the best customer service in the nation!

"Mr. Watson, come here. I need you."

Alexander Graham Bell (at his lab in Exeter Place), 1876

Office of Business Development

Shopping

In 1736, Bostonians...made every business day a market day and allowed selling to take place all over town. These Bostonians helped create the American system of free enterprise.

Boston's premier retail streets were defined by the 1920s: Downtown Crossing and Boylston-Back Bay. Modern retailing evolved from the old artisan shops of the city. Similar patterns took root in neighborhood main streets throughout Boston.

To Market, To Market:

Boston's Towne House & The Birth of Capitalism

Trans-Atlantic schooners brought every kind of commodity to early Boston. In the 1600s, the sale of imported goods was conducted in haphazard fashion. Word would spread of the arrival of a merchandise-laden ship, usually from England, and Bostonians would troop aboard to bargain for whatever struck their fancies.

The Towne House (site of the Old State House today) was Boston's only official market site for local vendors. As in old England, Boston had restricted vending to designated areas and days. In 1736, Bostonians protested these

restrictions in favor of unfettered trade. They made every business day a market day and allowed selling to take place all over town. These Bostonians helped create the American system of free enterprise.

Country artisans and farmers came to town to sell their wares. Roxbury and Dorchester were noted for their fruits. Street peddlers hawked bread, brooms, shellfish and almost every commodity imaginable. Potters from Charlestown sold redwares and stonewares from wheelbarrows! The streets became so clogged that in 1742, Faneuil Hall was built to provide an orderly market area. It was a gift to the city from businessman Peter Faneuil. In 1825, when more space was needed to accommodate the scores of vendors, the imposing Quincy Market was built. It continued to serve as the city's wholesale food center until the 1960s. Today, the tradition lives in the stalls of the adjacent Haymarket district.

Shop Till You Drop: Boston's Retail Districts Defined

Permanent shops grew out of the practice of selling from artisan workshops and wagons.

By the 1790s, small stores crowded the lanes of Cornhill (at the head of Washington Street), within walking distance of the North End and old South End (High Street today). Residential expansion spread to Church Green, still within the walking city. The shops followed their customers down Washington Street. By 1840, the district boasted a tantalizing mix of retail stores, very much as it does today! Included were jewelry stores, dress shops, cigar stores, 5&10s, clothing stores, novelty shops and coffee shops. Now called Downtown Crossing, the area remains home to some of Boston's oldest continuing retailers, like cutlery store Stoddard's (est. 1800) and jewelers E. B. Horn (est. 1838).

Everything Under One Roof: Boston's Department Stores

Retailing expanded fast and furiously in the nineteenth century. The rise of factory production produced an explosion of consumer goods. Mass production also brought down prices. Expanding businesses created new jobs and more disposable income. "New and improved" became the American marketing mantra. Everyone wanted to buy the new gadgets—and most could!

The department store brought this explosion of household and personal wares together under one convenient roof. It was a temple to American consumer goods. The first department stores were designed as grand shopping emporiums where buying became an experience in itself. Washington Street became lined with grand stores. The Filene family had operated small shops for decades when in 1881, they opened their first grand department store. William Filene & Sons became famous for its opulent displays, as well as its innovative marketing and employee profit sharing plans. Carrying the concept of a

mercantile palace to food products, legendary grocer S. S. Pierce offered every manner of retail provisions under one roof, along with delivery services!

Back Bay and Beyond

Throughout the nineteenth century, residential development sprawled farther and farther from the central city—to Dorchester, Jamaica Plain, Roxbury and beyond. While these districts developed their own retail streets, a shopping trek downtown remained an event. With the advent of the horse-drawn streetcar and then the electric trolley, Tremont and Washington Streets were easily accessible to suburban Bostonians.

In fact, Tremont Street became so clogged with shoppers and streetcars, the streets were impassable. To solve the problem, in 1897 the city inaugurated America's first subway system and sent the traffic underground! The subway not only solved the traffic jams, it strengthened commercial squares located at transit stations throughout the city. These included such retail centers as Dudley Square (long the retail center of Roxbury) and Maverick Square in East Boston. By the end of the century the population base had moved to the Back Bay and beyond. When Newbury and Boylston Streets opened to commercial use in the early twentieth century, the city's finest retailers rushed to the district, following their wealthiest patrons to their doorsteps.

Shreve, Crump & Low

Shreve, Crump & Low, Boston's premier luxury retailer, doesn't just sell jewelry—they sell style, grace and memories. For many Boston families, it would be unthinkable to mark a wedding, engagement or other milestone with a gift from anywhere else. Shreve's is a Boston tradition. It grew with the city, from the small silver shop of John McFarlane into the region's most celebrated and oldest jewelry store.

Through 1850, Shreve's remained primarily silversmiths. In 1840, when Samuel Cunard was honored for launching the first steamship line between Liverpool and Boston, the silver cup provided by Shreve's was called "the greatest triumph in the silver worker's art as yet achieved! By 1906, when Boston fans honored Denton "Cyclone" Young as "The King of Pitchers" with a fabulous silver trophy commissioned at Shreve's, the age of the small silversmiths had long waned.

In the mid-nineteenth century, Shreve's redefined itself as a retail store. The store still stocked silver, now from such prestigious manufacturers as Reed & Barton. Shreve's also expanded its line of rich jewelry (especially gold), watches and clocks, chinaware, bronze ornaments

and lighting fixtures. Responding to changing tastes, by 1890 Shreve's had developed a full complement of luxury departments, including a whole floor devoted to antiques. Custom jewelry was now a mainstay of the business and customers included Mrs. Alexander Graham Bell, Isabella Stewart Gardner and Winston Churchill.

As the fashionable shopping districts shifted about the city, so did Shreve's—from Cornhill to Washington Street to Tremont to the Back Bay. In 1929, Shreve's remodeled their newest (and present) location at 330 Boylston Street into an Art Deco palace. It was a bold move, and again defined Shreve's as on the cutting edge of chic. Shreve's continues to define style in Boston, with its mix of traditional elegance, exquisite craftsmanship and modern design—the highest quality luxury goods America and Europe has to offer.

"Keep thy Shop and thy Shop will keep thee."

Benjamin Franklin, The Way to Wealth, 1757

Office of Business Development

Publishing

As early as 1700, Boston book vendors enjoyed a solid and well-deserved reputation for the quality, variety and breadth of their wares.

For three centuries, Bostonians have maintained a love affair with literature. Boston's rich tradition of book selling and publishing grew out of colonial printing trades. Printers clustered around the Old State House, the center of politics and commerce for the entire Commonwealth. There was a need for timely publication of shipping departures, lists of newly arrived goods, the text of an important sermon, a debate in the House of Representatives, or a proclamation by the Governor. The colonial government itself required official documents, licenses and other printed records. By the nineteenth century, the banks and businesses clustered around State Street used printed forms and billheads. Washington Street emerged as Boston's publishing center, labeled Publishers Row, and later Newspaper Row (a remnant of which we traverse today in the form of Pi Alley, once littered with loose type, called pi by

pressmen).

Boston's early printers also published religious tracts, plays, poems, cartoons, scenic views, portraits of popular figures, political broadsides—in fact, anything that was timely and might appeal to customers! In the nineteenth century, this practice would evolve into a diverse group of small special-interest publishing houses and newspapers. In the 1840s, Cornhill printer Benjamin Roberts was producing handbills and tracts for the African community; a few doors away at the Sears Crescent the abolitionist newspaper *The Guardian* was published. Pilgrim Press (est. in 1825) was the publishing house of the Congregationalists; Beacon Press served the Unitarians. Horn Books, founded in 1925, still specializes in children's books. The Spatula Company published tracts for druggists. Banker & Tradesman has served the real estate community since 1872. The Pilot (est. 1829) is the nation's oldest Catholic paper and originally served the Irish immigrant community. Ethnic papers such as the *La Gazzetta del Massachusetts*, *The Jewish Advocate* and *Sampan* (the Chinese paper) still serve their respective communities.

A New Way of Making Books

Dozens of book shops crowded the district, offering a confusing array of overlapping services. Printers retailed their own products. Booksellers sold stationary and stationers published. Book vendors typically sold both new and used books, sometimes printed their own and even rented books out! Competition was fierce and the business risky. However, by the 1830s, the trades were beginning their transformation into modern book publishing. The proprietor-tradesmen were replaced by more stable partnerships and finally grew into corporations. As book manufacturing mechanized, the trades began to specialize. Publishing houses managed production and marketing, supported by a network of printers, binders, type foundries, paper mills, and bookshops.

With industrialization, the geography of the book trades changed. While most of the city's newspapers remained on Newspaper Row (Washington Street) until their demise, the book trades had outgrown Cornhill (now Government Center). Bookstores moved down Washington Street to Downtown Crossing. Presses and large type foundries moved to outlying districts of South Boston and Hyde Park, and developed huge factories that served a regional trade. In the late 1950s, the city's two largest (and now remaining) dailies also relocated to sites that could provide more space. The Boston Globe built its state-of-the-art press in Dorchester and The Boston Herald moved to a new industrial zone in the old New York Streets district of the South End (renamed Herald Square).

A Publishing Revolution

By 1845, a revolution was underway that would change publishing in America—and it started in Boston when a lad of 13 left his home in Portsmouth, NH to apprentice at the Old Corner Bookstore under the proprietorship of

William Ticknor. Twelve years later, James Fields had become a partner in the small publishing house-bookstore. Fields understood that a successful book house had to work to retain the loyalty of its authors. This secret, applied with charm and ability, made his firm publisher to Emerson, Stowe, Longfellow, Thoreau, Tennyson, Dickens and others. Ticknor & Fields became the most distinguished publisher in America. It was the advent of the modern publishing house. In 1880, after a long association with the old firm, Houghton Mifflin (est. in 1849) took over their production, and today continues the tradition of publishing fine books.

Office of Business Development

Manufacturing

Today, Boston's identity as a major manufacturing center is largely forgotten. However, by 1880, manufacturing had overtaken maritime trade as the major source of the city's revenue.

Boston was the hub of the largest industrial base in America until the turn of the twentieth century. More than that, Boston entrepreneurs actually invented the factory system itself—a system that dramatically changed the economic path of the entire nation!

First Factories

Colonial Bostonians liked foreign goods, and bought them. But to ensure a strong local economy, Boston leaders realized that domestic industries were needed to create goods and jobs at home. Attempts at mass production included a linen spinning manufactory employing several hundred women in the 1750s. William Molineaux set up a woolen mill but it could not compete with British goods. A factory for the manufacture of cotton sailcloth opened in 1789 on Tremont Street. It produced the first sailcloth for the frigate Constitution and President Washington included the factory as an important stop on his visit to the city in 1789. However, Boston's early industries remained primarily hand crafts. Large-scale manufacturing did not succeed until the advent of mechanization.

The Lowell System: A Boston Concept!

With virtually no manufacturing of its own, America was totally dependent on British cloth (made largely with American cotton). The U. S. embargo of 1809 caused huge shortages of imported goods. As a cotton importer, Bostonian Francis Cabot Lowell was aware of the havoc caused by this dependence on foreign goods. He went to England, determined to learn the secrets of textile

manufacturing, which the British government jealousy guarded (the export of power looms and their design was a crime, making Lowell possibly America's first industrial spy!). Returning to Boston, Lowell established The Boston Manufacturing Company with capital from his own pockets and from a handful of fellow merchants. Powered by water, the first mill opened in Waltham in 1814, producing heavy cotton cloth. It was a huge success for its Boston founders. In less than 3 years, the firm paid a dividend of 19%; in less than 10 years, the original investors recouped their entire investment in dividends—and the money kept rolling in. Pressure to expand led to the now famous Lowell model of industrial towns all along the Merrimac River Valley—all orchestrated from Boston. This pattern of regional investment would continue throughout the nineteenth century.

Growth of Manufacturing

After the 1790s, more and more hand-crafted products were partially mechanized or reorganized under the factory system. This included Boston's tinkers, potteries, iron forges, chair and furniture makers, breweries, brickmakers, and tanneries. Most crafts had already begun to devise systems of mass production, with apprentices doing the rough cuts while masters finished the goods. Slowly machines were developed for each different hand task.

Boston's first factories were built in what had been the outskirts of the colonial city.

In fact, much of the industrialization of Boston was actually parallel development in independent towns surrounding the city that would later be annexed to Boston proper. In the early nineteenth century, Charlestown's long-established potters slowly mechanized, allowing them to better compete with English ceramics. The Navy Yard, established in 1802, would evolve from a small yard to a major industrial shipbuilding facility. Other important colonial towns like Roxbury and Dorchester developed in a similar fashion, with factories established along their riverways. Early Dorchester had pottery works, a chocolate mill, and playing card factory, and was the home of Paul Revere's copper works. Dorchester had a particularly independent economy, having developed its own small harbor, Port Norfolk, in Dorchester Bay. Roxbury had an early bustling industrial district along the Stony Brook. With firms like J. M. Marston & Co. (established on Ruggles Street in 1844 to build steam equipment), these communities successfully converted the sites of their colonial craft-based industries into manufacturing centers.

In the city proper, industrial growth spread naturally down Washington and Tremont Streets, along the streetcar routes from the old craft center of Cornhill. Early furniture factories and piano manufactories clustered in the South End and Lower Roxbury. In fact, piano manufacturing became one of the city's most important products in the 1840s and 1850s, included Woodward & Company and the world-famous Chickering Piano Company. The Boston

tradition of making and selling fine instruments remains in firms like M. Steinart's (est. 1860) on Boylston Street. After the Civil War, the communities immediately adjacent to Boston became more densely populated and more residential in nature. Heavy industries and large manufacturing plants moved up the Neponset to communities that could provide more space. Along with South and East Boston, Hyde Park became one of the most industrialized districts of the city. Huge factory complexes dotted the district, perhaps the most impressive being the giant turbine and fanblower manufacturer B. F. Sturtevant Company, founded in 1876. It survives under the same name today as a subsidiary of Westinghouse.

Lenox Martell

A local Boston firm is the only family-owned major post-mix company in the nation! This major competitor in the beverage industry grew out of the Royal Syrup Company, founded by David Kline in 1945. At 88 years old, he's still part of the management team, along with son Burton Kline and grandson James Lerner.

Royal Syrup has its roots in a long-established Boston tradition in soda production, beginning in 1842 with Puffer & Sons. The first soda waters were attempts to artificially duplicate natural spring waters. Carbonated water was sold as a health beverage, touted for its bracing benefits. The mineral aspect soon took a back seat to flavored soda waters—and the soda industry was born. By the 1880s, soda fountains were an American institution, found in every neighborhood and main street. The flavored syrups were sold separately and the fountain attendant made your soda to order, blending the seltzer water with your favorite flavor (or combination of flavors) thus cherry cokes or vanilla saspirilla!

The Kline family started Royal Syrup during the huge post-World War II revival of the soda industry, which had suffered due to sugar rationing. In the 1960s, Royal Syrup made a major move to expand their market. They purchased two other well-known Boston post-mix manufacturers and co-opted the names of these former competitors. In 1972, as Lenox Martell, the company moved from their site in the old Chickering Piano Factory building in the South End to expanded facilities in Jamaica Plain.

Today, the business has expanded to include leasing soda dispensing equipment, beer systems and other restaurant equipment. In recent years, Lenox Martell has also been financing restaurant start-ups. So, the next time you order a soda or a splash of seltzer at your favorite restaurant, thank the Kline family of Lenox Martell.

"...this new and wonderful machine."

Francis Cabot Lowell, 1814

Wholesale

Company agents set up showrooms, export companies expanded, commodity brokers and suppliers plied their wares—all from offices in the Hub.

Jobbing-Out: Regional Distribution

In addition to its own factories, Boston became a "jobbing" center for businesses all over the region. It was a superb interdependent regional system: the northern states provided vast space for large industries, natural waterpower from the region's many rivers, natural harbors along the coast and access to an international port of Boston. In Boston, these products would be stored, sold and distributed around the world.

Company agents set up showrooms, export companies expanded, commodity brokers and suppliers plied their wares—all from offices in the Hub. Whether producer or middleman, each enthusiastically believed in the unlimited potential of industrial progress, of expanding markets and creating continued prosperity. Regional industries represented by Boston agents included coal, paints, chemicals, paper, cordage, leather goods, clothing, wool, lumber, heavy machinery and provisions like meat and sugar.

Boston's manufacturers and wholesalers organized themselves into associations, from the venerable Association of Mechanics to a plethora of trade groups that included the Boston Fish Bureau, the Earthenware Association and the Coal Club of Boston.

They built convention halls and trade buildings, such as the imposing Grain Exchange Building on Broad Street. These buildings remain monuments to Boston commerce.

The Wholesale Districts

Wholesale areas specific to each commodity developed within the waterfront warehouse districts, in proximity to the docks and rail yards. Traces of such

concentrations of wholesalers can be seen in today's modern Flower Market, built near the site of the traditional wholesale flower district near the South Cove.

The city's leather district was one of the largest and most well-defined, also centered at South Cove. Here wholesaling and manufacturing combined. The shoe and garment trades depended as much on labor as on heavy equipment, and remained in the inner city near their source of workers. Remnants of these trades survive in companies like North End Fabrics on upper Harrison Avenue and The Harcourt Bindery (est. 1900) on Melcher Street.

Food wholesaling spread out from the stalls of Fanueil Hall, the city's traditional provisions center, to the adjacent Haymarket/North End and East Boston. Produce wholesaling became dominated by those Italian communities. Brahmin families also had a long tradition in produce. The Otis family managed sugar plantations in the West Indies and the Doles of Jamaica Plain became famous for growing pineapples in Hawaii.

By 1900, the business was dominated by the huge United Fruit Company, a world-wide conglomerate with its own fleet of ships and plantations in countries around the equator. It began as the Boston Fruit Company, whose sole purpose in 1874 was to import bananas. Older Bostonians still remember the great banana barges tied up at T-Wharf.

Family Wholesalers

Ho Toy Noodle Company

Chinatown

The name of the company means "good luck" in Chinese. Jeffrey Wong, who started Ho Toy Noodle in 1971 while in his 20s, says luck ran in his favor. After only a year in business (working 15 hour days in a converted textile shop on Edinboro Street), a neighboring Chinatown noodle factory closed. Wong was able to acquire its clients, giving his new venture a significant boost. The business has been growing ever since. Ho Toy produces a whole line of wonton, egg roll wrappers and a variety of oriental noodles. Their best seller is the American favorite, the fortune cookie. Jeffrey got his start working in his grandmother's noodle and cookie shop at 15 Hudson Street, which opened in Chinatown in 1918. That company, Wong Soon, continues to operate both in Chinatown and on Washington Street in Dorchester. Jeffrey Wong knows what it is to have a passion for your own business. In the 1970s, when a couple of his workers broke away to start their own company around the corner on Lincoln Street, Wong wished them well. "There's room for all of us."

Berman Leather Company

Fort Point Channel, South Boston

Berman Leather was founded in 1905 by Samuel Ellis Berman to make leather soles for the shoe factories of Brockton. The company moved to the leather district of Boston in 1919, and in 1985 moved to nearby Melcher Street, where it remains today. Each Berman generation has enlarged the scope of the company. Sam cut soles; son Ira recognized that rubber soles would replace leather and changed to making shoe uppers. With the decline of the shoe industry, grandson Robert developed a direct mail program for leathercraft supplies and created new product lines. Berman remains the city's only wholesale source for leather and is open to the general public. Customers include professional upholsterers, theater companies, clothing makers, hobbyists and traditional craftsmen—everyone from scout troops to high-end clothing designers. In addition to selling skins, Berman Leather markets its own line of fine leather promotional and business items, including key fobs, notebooks and luggage tags. Says Robert Berman, "Tanneries will not sell individual skins but [we] welcome this type of business."

T. F. Kinnealey & Co

Newmarket Square, Roxbury

This family-run wholesale meat distributor specializes

in prime cuts of beef and lamb for the restaurant trade. Like so many of the city's provisioners, Thomas Kinnealey, Sr. ran his meat business from the traditional wholesale market district. The first shop opened in 1939 in the South Market Building of Fanueil Hall-Quincy Market. Outgrowing that space, from 1958 until 1985 the company relocated to Newmarket Square. In 1985, under the second-generation management of John Kinnealey, the company bought and restored the old Swift Company packing facility on Dorchester Neck, an area of the city which in recent decades has attracted a concentration of food wholesalers. There is rich continuity in the Kinnealey's relocation to the Swift facility, creating an historical link to the early butchering industry of Brighton where Swift meats originated. With an inventory of 2100 items, and employing 105 workers, Kinnealey's is a major contributor to the industry. Their formula for success? According the John Kinnealey, "We offer consistency in both product and service."

Commercial Lobster Company

Fish Pier, South Boston

The Zanti family have owned and operated Commercial Lobster for

three generations. In the late 1940s, after bringing his sons into the fishing trade, Giuseppe opened the waterfront business so that the family could bring their catch directly to market themselves. By the 1950s, the family boats could not keep up with the demand. The Zanti's began to purchase lobsters from other fishermen, and sons Joe and Frank gave up fishing to manage the wholesale business full-time. Commercial Lobster prospered until 1980, when waterfront development forced the firm to relocate to the Marine Industrial Park on Northern Avenue. Having lost its highly profitable retail base, the firm struggled. It took a dozen years and the renewed energy of the third generation of Zanti's to turn the business around. They expanded the product base to a range of shellfish and shellfish meats, and aggressively expanded their wholesale market area. Today, Commercial Lobster has become a major player in the New England fish industry. The family plans "for a long and prosperous future to pass on to a fourth generation."

"Boston is the one place in America where wealth and the knowledge of how to use it are apt to coincide."

E. L. Godkin, 1871

Office of Business Development

City of Villages

Each of Boston's neighborhood centers has developed its own special character, carved out a unique economic niche, and developed its own retail corridor.

City on a Fill: Boston Grows

From the 1630s through 1800, the independent towns and villages around Boston were primarily agricultural partners to the economically dominant central city. Then, in the 1820s, came both the first waves of "suburbanization" and the rise of industrialization. These factors, combined with vastly improved rapid transit, led to the rapid growth of Boston's outlying districts.

Throughout the 1800s, Boston grew in size by leaps and bounds. This growth was accomplished in three ways. First, residential growth naturally spread from the North End to the West End and South Cove. Secondly, huge sections of Boston were literally man-made, reclaimed from the marshy seacoast: the Back Bay, the South End, most of East Boston and much of South Boston. Finally, Boston grew by annexing the adjacent independent towns. These included Charlestown, Dorchester (with Mattapan), Roxbury (and Jamaica Plain), West Roxbury (including Roslindale), Brighton and Hyde Park.

Not Just Boston's "Bedrooms"!

In the nineteenth century, Boston's population boomed along with its acreage. Home building skyrocketed. However, even with the huge influx of suburban commuters, the adjacent districts were not just "bedroom" communities for the exploding metropolis. Neither were the districts economically independent. As Boston was part of a regional economy, so were the towns and villages. Each of Boston's outer districts developed the diverse characteristics of a whole town. They had middle class suburbs, prestigious areas, retail centers, industrial districts, working class neighborhoods and immigrant quarters.

Many Main Streets

Each of Boston's neighborhood commercial districts developed their own special character. Many carved out unique economic niches, often capitalizing on their distinctive geography. The rural town of Brighton, annexed to Boston in 1874, was home to the city's stockyards and the great "Abattoir" meat butchering facility. As early as the 1830s, North Allston, the site of major train yards, became a kind of railroad town. In the 1890s, Chinatown developed into a regional business, cultural and service center to the Asian community throughout New England. East Boston's vast waterfront ensured not only its identity as a major shipbuilding district but also as an early seaside resort community.

Each Boston community developed signature shopping streets. Charlestown had Hancock and Thompson Squares. In Hyde Park it was Cleary and Logan Squares. Stores still line Centre Street in West Roxbury and Belgrade Avenue in Roslindale. Brighton Center defines itself. Dorchester and Roxbury each had a number of retail districts, such as Uphams and Fields Corners and Dudley, Mattapan and Codman Squares. Adams Village developed later. Most communities also had a farmer's market where residents could buy fresh produce and other provisions. Well into this century, horse-drawn carts lined Porter Street in East Boston and Adams Street in Charlestown on market days.

The local retail centers of Boston provided then, and still provide, a full range of services and goods to meet the daily needs of their communities. One might have to go to downtown Boston for unique purchases (like a grand piano) but for the most part, anything one needed was available locally. Neighborhood retailers typically included groceries, furniture stores, taverns, lunch spots,

liveries, garages, dentists, cleaners, hardware stores, drug stores, accountants, banks, cigar shops and barber shops—much as they do today. Hamilton Hardware in Dorchester (est. 1922) can still provide that hard-to-find nut or bolt. Johnson Paint on Newbury Street (est. 1938) still carries every painting supply a homeowner needs. Marascio's Market (est. 1958) is the grocery store of Hyde Park families. Allston's Flint Cleaners (est. 1875) still brighten one's attire. Broadway Lock (est. 1922 in South Boston) still provides "keys that work" and Jay's Jewelers in Roslindale Village (est. 1946) still knows just what his customers want.

Liberty Markets

In 1920, Vincent Lombardo and his wife Nina left their home in Sicily to make a better life for their family in America. They came to East Boston where Nina's sister was already living.

In 1927, the Lombardos opened a small meat market with brother-in-law Tony Cultrera—it was the first Liberty Market. Over the years and through many relocations within the community, the shop flourished. When Vincent took ill in 1938, sons Sal and Paul "really developed the bug for the retail food business" (at the tender ages of 16 and 11) and built the business while their father recuperated.

In 1958, the family took the plunge into the grocery business in a big way. Risking everything, borrowing from banks and relatives, the family purchased the old Woolworth's building on Porter Street and turned it into a 10,000 square foot supermarket, still concentrating on the high quality meats on which they had built their reputation. Liberty Market became the busiest grocery in the area. They were so successful, they bought out the competition in 1965, taking over the Elm Farm supermarket and shopping Plaza next door!

The company continued to expand. The brothers turned the old Woolworth's location into a function hall and restaurant. Another store was opened in Winthrop. Today, the family holdings also include a night club and a hotel group—and are collectively known as "The Lombardo Companies." Third generation of Dennis, Vincent, Paula and Nina's management style still exudes the basic values that made Liberty Market strong: superior quality and courteous service. Thirty years since the "big gamble", how does grandson Vincent characterize the business' contribution to the community? He says with pride, "Many people got their start at Lombardo's." It's that personal touch that still makes Lombardo's special.

"The neighborhood business districts could use a little old-fashioned boosterism."

*Edward W. Jay, Jr., Mattapan Car Wash
and Quick Lube (founded in 1968).*

Office of Business Development

Mutual Interests

In every district of the city, business interests came together to establish local banks.

Community Banks

Commercial development in the districts followed the basic patterns seen in Boston proper. As commerce became increasingly complex, a more sophisticated system of local investing was needed to enable the city's villages and neighborhoods to develop larger industrial plants and major retail establishments. Local banks served this need. Their primary purpose was to provide banking services to the community and loans to local businesses that might not be attractive to the downtown investors or lending institutions. The earliest town banks were commercial banks. These local banks were part of the metropolitan capital market. However, the neighborhood banks aligned members of the local business community to their own neighborhood. First Ward National Bank, founded in 1873, was the bank of East Boston businessmen. The People's National Bank of Roxbury (opened on Dudley Street in 1832) and the Eliot Bank (est. 1814) served the diverse commercial interests of Roxbury. Bunker Hill National Bank, founded in City Square in 1825, served Charlestown interests.

In the days before pensions, social security and government-insured mortgages, it was very difficult for working people to ensure their futures or buy property. By the mid-nineteenth century, there was a complement of savings institutions and ethnic banks whose aim was to promote savings, neighborhood business and home ownership. Among them were the Warren Institute for Savings (est. 1829 in Charlestown), Roslindale Cooperative Bank (est. 1898), Hyde Park Cooperative Bank (est. 1886), Brighton 5 cent Savings Bank (est. 1861), Eliot 5 cent Savings Bank (est. 1864) in Dudley Square. Ethnic associations also formed banks. The Polish Bank opened in the North End. The Eureka Cooperative Bank was owned and operated by members of the black community. Such banks enabled all Bostonians to participate in the commerce

of the city.

A Home of One's Own

Home ownership was particularly valued in the nineteenth century, and it was promoted by Boston's local banks. By 1900, the subdivision of large lots made ownership even more accessible to people of modest incomes. New home construction created jobs for local contractors. Neighborhood real estate agents and insurance offices also have their roots in this growth. Today, both local mortgage providers and real estate firms like Marquis Real Estate (serving Brighton since 1926) and Michael A. Laurano Insurance (serving East Boston since 1923) continue to be boosters for Boston's local communities.

Commerce as Community

Thanks in large part to the community and ethnic banks, Boston's local districts flourished with trade. The local banks and local business community worked as partners in creating livable neighborhoods. Community banks were almost always made up of local business interests, including factory owners, large and small retailers, attorneys and real estate interests. Most of the bank directors lived in the community, thus public opinion was important to them. So was the quality of their neighborhood. This made them more inclined to balance the economic needs of the local merchants with the interests of the community as a whole. Of course, in the 19th century, it was most often assumed that unbridled development coincided with the interests of the neighborhood!

In fact, working within and for the community, close to home among people who shared their cultural values, was highly prized by many cultural and ethnic groups in Boston neighborhoods. In times of economic crises or family problems, members of the community could come to these business leaders for help. Other groups used business associations to foster the interests of their communities. The National Negro Business League was started by Booker T. Washington in Boston in 1900. The Onleong Chinese Merchants Association founded the Quong Kau Chinese School in 1920 to foster Chinese culture. Local business activity still produces individuals who articulate and champion the interests of Boston's neighborhoods.

Hyde Park Savings Bank

On March 8, 1871, forty Incorporators (members of the Hyde Park community), met in the High School near Harvard Avenue and voted to accept a Charter "to incorporate The Hyde Park Savings Bank." Charles F. Gerry was elected the first President.

The Bank officially opened for business on June 17th, in the Selectmen's Room of the old Town Hall on River Street. Shortly thereafter, the bank moved to offices in the Neponset Block commercial building. Having secured the necessary funds for a building of their own, in 1899 they moved into their permanent (and present day) headquarters at 1196 River Street. Hyde Park Savings is a mutual savings bank. The bank is "owned" by its depositors. It has no stockholders and the trustees govern the bank solely for the benefit of the depositors and the community. The bank was created to provide a safe plan for protecting the savings of the citizens of the community. It advocated thrift, accommodated small depositors and served small borrowers. Like other community banks, Hyde Park Savings endeavored to pay the highest possible interest, recognizing that their savings were often the only investments held by most working people. In fact, savings banks were the first to offer compounded interest so that depositors could attain the highest yield on deposits. After World War II, federal loan programs revitalized local banks. New lending criteria made business and home ownership even more affordable and accessible. Expansion occurred over the years. Branch offices were established in 1977 and 1988. Like other community banks, Hyde Park Savings Bank has had to develop new products in an era of heavy industry competition and consolidation. Today, community banks like Hyde Park are particularly important to local urban communities, providing a variety of consumer and mortgage products, and small business loans that might not be attractive to larger commercial banks.

"...the savings banks are the laboring man's only mode of accumulation."

North End Savings Bank, 1870

Hospitality

There are certain districts in the city which have developed extraordinary reputations for their cuisine, ethnic specialties and nightlife, drawing customers from across the city.

Sweets & Hospitality

Every community has its restaurants, taverns, movie houses and billiard halls that primarily serve the local community. There are certain districts, however, which have developed extraordinary reputations for their cuisine or ethnic specialties. The best known remain Chinatown and the Italian North End, but others are emerging across the city.

It was natural that food vendors would spring up in the neighborhoods adjacent to the downtown, catering to the daily rush of shoppers, workers and travelers into the city. The first eateries were in the commercial downtown. Boston's tradition of fine dining and hospitality grew from the old colonial taverns.

Whereas a pint of ale and a straw mattress constituted gracious accommodations at The Bell in Hand (established 1795), by the early nineteenth century Boston saw its first luxury hotel and restaurant: the Exchange Coffee House (1819). The Union Oyster House (est. 1826) and Durgin Park (est. 1827) continued to be the favored eateries of generations of seamen and counting house clerks. The tradition of grand hotels and eateries spread across the city and by the mid-nineteenth century, the Back Bay and the South End boasted a cadre of elegant establishments. By 1900, downtown office workers were venturing into the adjacent immigrant neighborhoods, drawn by the convenient location, the excellent values, and fine food.

Chinatown offered a touch of the exotic. Restaurants like the China Pearl soon attracted a citywide clientele, while also serving as a community meeting place. Today, its restaurants represent a wide range of Asian cuisines, such as that offered by the Viet Asian Market (est. 1978). The North End's traditional Italian coffee shops, bakeries and ristorante, such as Cafe Vittoria (est. 1929) and Polcari's Coffee Shop (est. 1930s) originally served the local community. They now attract diners from all over New England and include some of the most elegant establishments of the entire city.

More Ethnic Specialties

Food service has been a time-honored way for immigrant and working class families to climb the economic ladder. German, African-American, Irish, Jewish, Syrian, Italian, Latino and other groups followed the early example of Yankee food vendors and restaurateurs. Providing ethnic specialties to their unique customer base was a key aspect of local business. Even as Boston's

neighborhoods have undergone tremendous population changes, well-established companies continue to thrive, many at their original locations, testaments to the many ethnic groups that have passed through the residential districts over time. Lock-Ober's remains the premier German restaurant of the city. Purity Cheese still makes fresh mozzarella in the North End for Italian cooks. The Lebanese Bakery in the South End provides Syrian breads to dozens of restaurants and groceries. American Kosher Products on Blue Hill Avenue serves a regional Jewish community. The Southern Dining Room is gone, but Bob the Chef's will dish up soul-food favorites in Roxbury. La Defensa Market in Roxbury and Jamaica Plain stocks Spanish specialties. Greek specialties may be found at Vouros Pastries in Roslindale. Greenhill's Traditional Irish Bakery provides a taste of the old country for Neponset residents, while the Caribbean Kitchen offers up a rich creole fare in Mattapan.

The Southern Scene

Another entertainment revolution took place in the South End in the 1920s and '30s. The large influx of African-Americans from the South enriched the long-established black community in Boston, bringing with them the phenomenon of live jazz. Columbus, "Mass" Ave and Northampton Streets became the center of the jazz scene, not only for a large segment of the black community but for jazz lovers from across the city. Clubs ranged from the sophisticated night-life of the old High Hat Club to more intimate establishments like Wally's (still thriving) and Skippy White's (now in Jamaica Plain). The jazz clubs were complemented by a multitude of small restaurants and luncheonettes featuring southern style home cooking. Charlie's Sandwich Shoppe in the South End and Ma Dixon's in Grove Hall continue that tradition. And Boston's music scene lives on in the youth clubs and music clubs that have emerged around Tremont Street in the South End and along Massachusetts Avenue in Dorchester.

Wally's Cafe

For half a century, Wally's Cafe has been the center of the jazz and blues district that flourished in Boston along Massachusetts Avenue at mid century. Today, this intimate music cafe still provides the best live jazz in the city! Wally's was founded in 1947 by Joseph L. "Wally" Walcott. Wally himself turned 100 years old in 1997 just as the Cafe turned 50! Originally known as Wally's Paradise, the club has played a significant role in bringing America's only original music form to Boston audiences. Many local performers got their start at the club and local talent continues to be showcased. Wally's also prides itself on being a proving ground for countless numbers of newcomers, including students from nearby Berklee College of Music.

The Walcott family is understandably proud of their contribution to the

Boston music scene. Three generations work at the nightspot. Daughter Elynor Walcott serves as First General Manager and son Michael Penn as Manager. Four grandsons round out the family management team. Even the house band calls itself "Wally's Stepchildren"—a tribute to the Walcott family's nurturing of great jazz.

Wally's has become an institution within the jazz world. Renowned national performers often end their evening tours at the cafe to jam with the regulars—right here in the heart of Boston! The clientele may be international but the club remains a social center for members of the African-American community and a host of "regulars," from old-timers to young lovers of jazz. Come join them!

"We like Boston. It has been good for us, and we have been good for it."

*Alex dArbeloff, co-founder of
Teradyne, Inc., 1977*

Office of Business Development

Who are Boston's Heritage Businesses?

"A company is in your blood. You don't sell it. No money would be worth selling it."

Jeffrey Wong, Ho Toy Noodle Company, 1971

Reprise: Who Are Boston's Heritage Businesses?

The Boston Heritage Businesses are firms that have made the city's geography, historical conditions and changing economy work for them. We have met wonderfully committed residents who are working to preserve and improve the economic life of their communities and who have a vision for what these business districts can grow to be. Each recognizes the scope of the task,

because each has made a business of their own work in Boston.

Emerging Heritage Businesses

Who are the heritage businesses of tomorrow? They are the businesses serving new Bostonians—like the Asian markets of Dorchester serving the Khmer community—or offering the latest products—like cellar phones offered by Kikos Exchange on Geneva Avenue. What they can learn from Boston's long-lived businesses? Whatever the nature of the business, it has taken vision, commitment, hard work and some luck to keep it thriving. It has also taken personal attention to customers, quality and service. These are the Boston businesses, old and new, that we salute.

Boston's Heritage Businesses

200

BankBoston Corp. (1784)

Bell-in-Hand Tavern (1795)

Boston Lock and Safe Company (1796)

London Harness Company (1776)

Shreve, Crump & Low (1796)

State Street Bank & Trust (1792)

Victor Coffee Company (1796)

150

Acme Bookbinding, Charlestown (1821)

Alex Brow & Sons, Financial District (1800)

Allandale Farm, Jamaica Plain (1817)

Baker's Plays/Walter H. Baker Co., Downtown Crossing (1845)

Boston & Maine RR Co., North Station (1833)

Boston Beer Company, Back Bay (1828)

Boston Gas Company, Central Boston (1822)

The Boston Herald, South End (1813)

Boston Stock Exchange, Central Boston (1834)

Boston Wharf Company, South Boston (1836)

Braman Dow & Company, South End (1848)

Brattle Book Shop, Downtown Crossing (1825)

Brown Bros. Harriman & Co., Downtown Crossing (1818)

Coleman Bookbinding Company, East Boston (1848)

DePrisco Jewelers, Downtown Crossing (1848)

Durgin-Park Restaurant, Quincy Market (1826)

E B Horn, Downtown Crossing (1838)

East Boston Savings Bank, East Boston (1848)

Fairbanks Morse, Back Bay (1830)

Fifty Associates, Financial District (1820)

Filene's, Downtown Crossing (1849)

Henry F. Savage, Jr., Back Bay (1840)

Houghton-Mifflin Company, South End (1832)

Hutchins Wheeler & Ditmar, Financial District (1844)

J. S. Waterman & Sons, Fenway (1832)

Janney Montgomery Scott, Financial District (1832)

John Gilbert Jr. Company, Leather District (1830)

Lewandos, Beacon Hill (1829)

Little, Brown & Company, Beacon Hill (1837)

Mass Bay Lines, Inc., Central Boston (1817)

Massachusetts Company, Financial District (1818)

McLauthlin Company, South Boston (1847)

New England Journal of Medicine, Back Bay (1812)

The New England, Back Bay (1835)

Pilot Publishing Company, Downtown Crossing (1849)

Richards Corporation, Downtown Crossing (1812)

Stoddard's, Downtown Crossing (1800)

Union Oyster House, Central Boston (1826)

Vose Galleries, Back Bay (1841)

Wallace-International Silversmiths, East Boston (1833)

100

Back Bay

Bachrach Studios

Boston Edison

Burdett School

The Copley Square Hotel

Edward F Kakas & Sons

Haley & Steele

John Hancock Life Insurance Co.

Pinkerton Investigative Services

R M Bradley & Company

The Shop at the Union/WEIU

Society of Arts & Crafts

Ziskend Brothers

Brighton

B L Makepeace

Banner Impressions

Flint Cleaners

Peoples Federal Savings Bank

Bulfinch Triangle

Charles W. Benton Co., Locksmiths

Community Works Services

Mirabito Insurance

Central Business District

A W Perry, Inc.

Associated Elevator Companies

Atlantic Monthly

Beacon Press

Bliss Exterminator Company

Boston Safe & Trust

Commercial Union Insurance

Hobbs & Warren, Inc.

Irving & Casson

L.J. Peretti Tobacco

Palmer & Dodge

Quincy & Company

Tucker Anthony

U S Trust Company

Charlestown

H.P. Hood

O' Connor Religious Goods

Dorchester

A A Dority Company

The Boston Globe

D J Cutter & Company

Daloz Cleaners

Deveney & White Monuments

James Russel Engineering

Sturtevant Mill Company

Downtown Crossing

A D Handy Company

Ainsworth Gallery

Barnes & Noble

Cafe Marliave

David P. Ehrlich Pipe Shop

Hoffman Seal Stamp & Engraving

Locke-Ober Restaurant

Montgomery-Frost-Lloyds

Omni Parker House

Ralph A DeConto Company

Robinson & Company Jewelers

Stearns

Thomas Long Company

Financial District

A G Edwards & Sons

Banker & Tradesman

Cabot Corporation

Cabot Cabot & Forbes

Clafin Capital Management

Fiduciary Trust Company

Gilmour Rothery & Co.

H C Wainwright & Co.

Hale & Dorr

Hemenway & Barnes

Kidder Peabody & Co.

Meredith & Grew

Nutter McClennen & Fish

Bell Atlantic/New England Telephone

Osborne Office Furniture

Paine Webber

Peabody Office Furniture Company

Rackemann Sawyer & Brewster

Raymond & Whitcomb Co.

Rollins Hudig Hall of Massachusetts

Ropes & Gray

S D Warren Company

Shepley Bulfinch Richardson & Abbott

SMW

Warner & Stackpole

Warwick Mills

William C Codman & Sons

Hyde Park

Citiworks, Inc.

Dinn Fence Company

Hodge Boiler Works

J.J. Houston Insurance

Hyde Park Co-operative Bank

Hyde Park Savings Bank

Sturtevant Division/Westinghouse

Jamaica Plain

Brady Fallon Funeral Home

D W Dunn Company

F J Doyle's

Old Stag Tavern

Roxbury Highland Bank

Schell Printing Company

State Laboratory

Swan Boats/Paget's

Mattapan

Berger Instruments

Boston Mutual Life Insurance Company

North End

Post-Gazette Newspaper

Roslindale

Davis Monuments

Deane Monument Company

John Evans Company

Roslindale Co-operative Bank

Sand Monuments

Roxbury

Adams & Swett Rug Cleaning

Albany Carpet Cleaning

Beckwith Elevator Company

De Paoli Mosaic Company

Kornfields Drugs

Morgan Linen & Uniform

Philip Lewis & Sons

Waldo Brothers

South Boston

Amrheins

Boston Mailing Company

Daniel Marr & Sons

Hinds & Coon

Daniel F. Kelleher Company

Mt. Washington Cooperative Bank

Standard Rivet Company

Stone & Webster

Wm. F. Spencer Funeral Service

South End

F W Webb Company

Giust Gallery

The Hickox School

Sriberg Furniture

William Haynes & Company

Theatre District

Boston Music Company

Gopen Optical

Jacob Wirth Restaurant

M Steinert & Sons

West Roxbury

West Roxbury Crushed Stone

75

Allston/Brighton

A Nicholai Auto Body

Arcand Suspension Specialists

Brighton Upholstery

Columbia Auto Painting

Ellis the Rim Man

I U Bloom Furniture

Jim Did It Signs

New Balance Athletic Shoe

Prospect Upholstering

Sullivan Funeral Home

Back Bay

Biltmore Green Luggage

Butera School of Art

Careful Cleaning Company

Checker Taxi Company

The Copley Plaza

Johnson O'Connor Research

Liberty Mutual Insurance

M P White Hardware

Simon's Copley Square

Union Federal Savings Bank

Central Business District

Brigham's

Employers Fire Insurance Company

Estate Burying Group

Finch Engraving Company

George B. H. Macomber

Gordon & Gordon

J M Sewing Machine Company

Leon Ohanian & Sons

SBC/SPORTO Corporation

Chinatown

Wong Soon

Dorchester

Avenue Bakery

Flowers by Malvarosa

Hamilton Hardware

Lopez the Florist

Meeting House Co-operative Bank

Noble R Steves, Inc.

Pollak—A Stoneridge Company

Yale Electric Sales

Downtown Crossing

Boston Elevator & Machine

DiPesa & Company

Discenza

Errabe Burying Group

I J Fox

The Jewish Advocate

Larry's Stationary Company

Long Jewelers

Louis Guinness Inc.

Orpheum Theatre

Read & White

S.C. Rose

Simpson's Inc.

East Boston

Al's Shoe Store

Caps Auto Livery

Liberty Markets/The Lombardo Co.

McGrath Funeral Home

Michael A. Laurano Insurance

Vazza Funeral Home

Fenway

Joslin Diabetes Center

Red Sox Baseball Club

Financial District

Choate Hall & Stewart

J L S Mailing Services

Legg Mason Wood Walker, Inc.

Putnam Investments

Hyde Park

Burtman Ironworks Inc.

Dorchester Brass and Aluminum Foundry

Farrell Moving & Storage

John H. Burke & Son Insurance

Settles Glass Company

Jamaica Plain

Brewster Ambulance Service

Caseo & O'Reilly

James E. Carbin Moving

Katsiroubas Brothers

Puritan Ice Cream

Mattapan

L Guerini, Inc.

Mission Hill

Boston Clutch Works

Hillside Market

Roslindale

American Fire Equipment Company

City Service Exterminator Company

Parkway Gardens

Sullivan's Pharmacy & Medical Supplies

Trethewey Brothers

Roxbury

Bay State Auto Spring Mfg Co.

Brummitt Kelly Locksmiths

Harry Miller Company

Kiley Hardware

Looking Good

South Boston

A L Larsen Company

A M Sulkin Company

Berman Leather Company

Broadway Lock

Cole-Hersee Company

Excelsior Press

Forte, Dupee, Sawyer Co.

Gillette Company

HADCO Window & Door

The Harcourt Bindery

House of Hurwitz

Jimmy's Harborside

No-Name Restaurant

Perkins Supply Company

Pier Fish Company

Thomas W. Cox Electric Company

Thornton's Flower Shop

Tolman Manufacturing & Supply

Vose Swain

Winthrop Printing Company

South End

Castle Metal Recycling Corporation

Community Music Center

Harry the Greek's

Long & Gordon

Morse Fish Company

Olympia Flower Shop

Quinzani's Bakery

Stanhope Garage

Suffolk Pawn Brokers

Tobin Funeral Home

Theatre District

Colonial Theatre

West Roxbury

Buck Mulligan's Publick House

Crown Mats & Mops

Gormley Funeral Home

50

Allston/Brighton

Able Rug Company

Action Bearing Company

Boston Automotive

Falmi Showroom

F.J. Patnode Insurance Agency

Home Supply Company

Houghton Chemical Corporation

Jack Young Company

L Goldstein & Son

Marquis Real Estate

McNamara Funeral Home

Model Café

Sid Stone Sound & Light

Toureen Pet Supplies

Back Bay

Boston Park Plaza Hotel

Boston School of Modern Languages

Brodney Gallery of Antiques

Childs Gallery

Clarendon Wine

Concourse Ticket Agency

Firestone & Parsons

Fitz-Inn Auto Parks

Johnson Paint

Kitchen Arts

Louis Boston

Louis Snapper Insurance

Priscilla, The Bride's Shop

R H R International

The Ritz-Carlton Hotel

Saunders Real Estate

Walkers

Winston Flowers

Beacon Hill

Gary Drug Company

The Horn Book, Inc.

Townsend Associates

Bulfinch Triangle

Boston Celtics

Boston Sand & Gravel Company

Hilton's Tent City

Joseph Langone Funeral Home

Lee Kimbal Kitchens

WHDH, Inc.

Central Business District

Boston Communication Services

Boston Harbor Cruises

Camera Center

Dental Supply Company of New England

Faneuil Hall Flower Market

Jack Stein Make Up Center

Robert L. Summers Insurance

Thomas Blace Auto Insurance

Thomas W. Fell Company

Charlestown

P.F. Di Pirro Company

Chinatown

Shanghai Printing

Sun Sun Company

Dorchester

A Homan Company

Adams Hardware

Atlantic Auto Sales & Service

B & B Cleaners

Boiler Cleaning Service

Columbia Billiards Company

Ellsworth Supply Company

Falvey Union Supply

Franklin Field Lumber

H Levenbaum Insurance

John's Auto Body

John P. Riley Insurance Agency

Kiddie Country Club

Lappen Discount Auto Parts

Lucky Strike Lanes

M Madden Construction

Maxwell Box Company

Phillips Candy House

Prince Hall Press

RH Lindsay Company

Redberry Credit Union

Rosedale Grocery

T F Kinnealey & Company

Tartt's Day Care Center

Westminster Dodge

Downtown Crossing

Big Men

B Yaffee & Sons

Boston Boot Makers

Carmine J. Olivia, Inc.

F Dubin, Inc.

Freedman Jewelers

Joseph Gann Jewelry

Kelly Services

Old Town Camera

Safemasters Locks

Sam Lagrossa's

Sherwin Katrovitz

Turco Brothers Jewlery

East Boston

Al Sablone's Restaurant

B C & R Carpet

Hains Jewelers

Matthew Previte & Company

New England Casket Company

Suffolk Downs

Welding & Engineering Comapny

Fenway

Boston Center for Oral Health

Henry Epstein, DMD

TR Productions

VIP Parking Service

Financial District

American Arbitration Association

Colonial Management Association

Fidelity Investments

Standard Photo

Hyde Park

AAA Exterminating Company

Carroll-Thomas Funeral Home

Central Paint & Supply Company

Donald A. Pierce, DSS

Dr. H. Rossen, Optometrist

Dunrite Home Improvement

Elastic Band Carrigan

John J Amara & Sons

L E Mason Company

Linwood Fuel Company

Nicholas Laughlin Funeral Home

Perkit Folding Box Corporation

Riverside Flower Shop

Tom English Café

Jamaica Plain

Carlysle Engineering Company

Hampden Automotive Sales

Hat's Off

Interstate Rental Service

Jackson Glass

Larkin Moving & Storage

Lenox-Martell, Inc.

Stanley's Towing Service

Teddy's Hardware

Mattapan

American Kosher Products

Dudley Exterminating Company

Mission Hill

Bloom Ace Hardware

Skipton Kennel & Discount Pet Supplies

Sparrs Medical Supplies

North End

Cafe Vittoria

Eastern Bakers Supply

Harbour Food Service Equipment

Mike's Pastry

Pace's Grocery

Purity Cheese

Pizzeria Regina

Polcari's Coffee Shop

Roslindale

F J Higgins Funeral Home

Jay's Jewelry

Joseph Russo Funeral Home

Pleasant Cafe & Restaurant

Trederich Higgins Funeral Home

Roxbury

Abbot Building Restoration

Aeromatic Chemical Company

American Air Conditioning

Arthur J. Hurley Company

Douglass Instrument Laboratory

Edison Chemical Company

Frank D. Caristi & Sons

Harrison Supply Company

J A D Fine Upholstery

Jack's Department Store

Packy Connors Tavern

Royce Shops

Spinales

South Boston

Adams Auto Transmission

Albany Auto Radiator & Welding

American Nut & Chocolate Company

Araban Coffee Company

Bay View Clothing

Casper Pharmacy

Metro Energy

Michael T. Arcieri, DMD

South End

A.H. Glick & Sons Florist

Andy's Cleaners

Charlie's Sandwich Shop

ITOA

M&M Barbers

Royal Fire Door

Wally's Cafe

West Roxbury

C H Wallbank & Company

The House of Leslie

Hughes Oil Company

James Devaney Fuel Company

James Hennigan Insurance

Steve Slyne Delicatessen

25

Allston/Brighton

All Brands Vacuum

Allston Car Wash

Bailey Drug

Beacon Vacuum

Blanchard's of Allston

Bletzer & Bletzer PC

Boston Village Auto Body

Brighton Travel

Charlesbank Cleansing Company

Daniel's Bakery

Destinations Unlimited

Dooley Construction

George Robberts

Imperial Pizza

International Bicycle Center

Jet Photo Service

Kinvara Pub

Leighton's Panbakers

Mandy & Joe's

Michael Hynes Auto Body

Minihane's Flower & Garden Shop

Model Hardware

The Pet Shop

The Publick Theatre

Riley's Roast Beef

Statewide Paving & Construction

Stockyard Restaurant

Suffolk Engineering Driveways

Superior Drilling Company

Twin Donuts

Volvo Shop

Back Bay

Actors Workshop

Alianza, Inc.

Bernard Haldane

The Colonnade Hotel

Contact Lens Associates

Dame Associates

John Robert Powers

Marcoz Antiques

Montillio's Bakery

Newbury Pizza & Subs

Shambhala Publications

Stanhope Framers

Travis Restaurant

Bulfinch Triangle

Federal Photo

Pilgrim Parking Inc

Central Business District

Barton K Hyde Company

Broadway Costume Company

Eugene Galleries

Joseph's Acquisitions

Northern Business Machines

Professional Managment Consultants

Robert Gaynor

Rothier

Charlestown

Beurcrat & Laboratories

Featherstone Floors

Chinatown

Cathay Corner

China Pearl Restaurant

Ho Toy Noodle Company

Keene Advertising

North End Fabrics

Sampan Newspaper

Sumner Burke

Teradyne

Dorchester

ABC Printing Services

Alexander's Wine & Spirits

Alliance Glass

Arthur's Sunoco

Avenue Antiques

Boston Emergency Services

Dorchester Community News

Dorchester True Value Hardware

Fields Corner Auto & Plate Glass

George E. Lyons Jr, Inc.

George Shoe Repair

Gem Auto Parts

Granite Woodworking

Gray Fuel Company

John McKiernan

Jordy's Mens Store

McHoul Funeral Home

Mod Liquors

Mohawk Real Estate

Morad & Sons Building Construction

Mottard Insurance Agency

Muffler Man

Rent-all of Boston

Royal Label

Shawmut Upholstery

StageCoach

Downtown Crossing

Alden Galleries

Dinn Brothers

Family Consulting & Guidance

Goodman Studio

Hawaii Travel Specialists

International Camera Exchange

International Specialists, Inc.

J J Teaparty

Keezer Briner & Company

Maison Robert

Massachusetts Lawyers Weekly

Medical Bureau

Plymouth Tailors

Sherman's Luggage Store

The Skill Bureau

Tobias & Battite

Touraine Travel Service

East Boston

ADCI

Bellesteele

E E Ciccone & Company

John's Wallpaperers

Logan Stamp Works

Meridian Food Market

Meridian Tobacco Company

Rapolla Insurance Agency

Spinelli's Catering

Fenway

Back Bay Lock & Safe

Boylston Auto Body

Columbus Insurance Agency

The Copley Group

Flowers of Boston

Hydro Therapy

L C Anderson Inc.

MidTown Hotel

Miele-Orech Sales & Services

Mission Hill

La Casa Alegre Gift Shop

Tri-Travel

Financial District

Daniel Roberts Inc.

Executive Office Centers

John Leonard

Romic International

Shapiro Weiss & Company

Hyde Park

Atlantic Broom Service Inc.

Creative Industries

David Dean, DMD

Grant Company Crane Service

Hughs General Contractors

Hyde Park Pharmacy

International Coiffures

JR's Automotive

Klein Post Card Service

Logan Square Barber Shop

Marascio's Market

Northern Security Alarm Systems

Paul B. Shagoury, Attorney at Law

Pemberton Real Estate

Roger's Services Inc.

Ron's Gourmet Ice Cream & Bowling Alley

Superior Carpet Inc.

Jamaica Plain

AAA Appliance

Acme Body & Paint Company

Alco Auto Parts

Centre Street Meatland

Skippy White's

Mattapan

Adams Motor Trapsline

Mattapan Car Wash and Quick Lube

Skyview Antenna

North End

Cafe Paradisio

Dairy Fresh Candies

Felicia's

James McCarthy, Esq.

White Instruments Inc.

Salumeria Italiana

Roslindale

A. Boschetto Bakery

Classic Remodeling Company

Eva C Dento RN Foundations

Exotic Flowers

Harrison Refrigeration & Stove Supply

JB Edward Uniforms

Sunshine Roofing

Swift Window Cleaning Company

United Coffee Service of New England

Roxbury

A Nubian Notion

Allan's Formal Wear

Bay State Banner

Bob the Chef's Restaurant

Boston Self-Storage

Brinks

Byron Robinson, DDS

Calianos Insurance Agency

Charles Lewis, Attorney at Law

Economy Auto Supply

Estelle's

J B Men's Store

Jack's Department Store

Kwondo, Inc.

Ma Dixon's Restaurant

Muffler Mart of Boston

Riley Funeral Home

Salani's Truck Center

Silver Slipper

South Boston

Acme Furniture Restoration

Baltic Insurance

Bill & Mike Clancy

Boston Athletic Club

Boston Grate

B R Jones Roofing Company

CJ Calnan

Charles River Frame Company

Commercial Lobster Company

Congress Alarm Company

Costello Contracting Company

Grant Consulting Tax Service

Kaplan/Bond Group

Kay's Laundromat

New England Auto Body

Peninsula of Boston

South End

Anderson Glass Arts

Blakeney's Interiors

CBT/Childs Bertman Tseckares

Commonwealth Cremation Services

Leon Electric

Major Theatre Equipment Company

Old Colony Electric

Out of Town Ticket Agency

Prudential Gibson Real Estate

Prudential TV

The Prudential

Sunrise Window Cleaning Company

Tim's Bar & Grill

Theatre District

Boston Organ & Piano

West Roxbury

Espresso Pizza

Howard Chevrolet

Imperial Monogram

J B Sew and Vac Center

James J Brennan Real Estate

King Shade & Linoleum Company

Office of Business Development

Mark Your Place in Time

Celebrating your Business's Heritage

The following section has been designed to assist businesses in using their historic status in a variety of ways to increase their marketability.

In Boston Since 1900...

Pride, confidence, and quality. Long-lived businesses commonly cite two things to which they attribute their longevity: being able to adapt to changing market conditions and providing exceptional service. You will always need to understand your customer base and react to their needs. Business gurus call it "thinking strategically" but it is really planning for the future.

You've been around for 25, 30, even 75 years or more. You're proud of your business and of the years of hard work it took you and your predecessors to establish it. Maybe you've invested your family name. Maybe you or your predecessors have reinvented your business to keep it thriving. The longer it's been around, the more personal meaning your company holds as a cherished part of your community. Prominently displaying the place and date your business was established sends the message, "We've been here a long time, so we must be doing something right." It also says that you plan to still be here tomorrow! Your longevity implies a quality product that has survived the test of time. This engenders customer confidence in your service.

Mark Your Place in Time

If you aren't doing it already, begin to use the date your business started on your stationary, business cards and in advertisements and marketing pieces. Be creative: use your date on aprons, menus, receipts and other customer pieces. Many businesses incorporate the date into logos, on delivery trucks and on storefronts. It doesn't have to cost much, it can be done gradually and it is effective. Think how often you yourself have reacted, "Wow, they've been here that long?"

Hype Your Business Roots!

The history of your business is a lot more than the date you started doing business. That's especially true if yours is a family business. When your business carries your name, you or your family have invested a lot of pride and personal identity into the company. Customers respect this and respond to it. With pressure to shop in the malls or suburbs, it is important to reinforce these traditions and speak to their emotional ties. Many customers will shop locally because they feel their business is appreciated and the service personal. Remind your customers why they remain loyal. Personal stories work well in this case, too. Father and Son Movers of Somerville uses the motto: "Your grandfather did business with our grandfather."

Blending the old and the new doesn't have to look old fashioned. Remember, adding some business history into your marketing plan is not an all-or-nothing affair. Different approaches will work for different businesses. Its historical character is a major draw for Jacob Wirth's Restaurant, so nostalgia and tradition is central to their marketing strategy. On the other hand, the Marr Scaffolding Companies of Dorchester simply incorporate a few brief bullets about their early history in the development packet they send to prospective clients. Historical references can be incorporated into very contemporary designs. The Women's Education and Industrial Union Shop includes a few notes about its long history in a sophisticated brochure whose main visual feature is a modernized version of their 120-year-old swan logo.

History Sells

Promoting historic districts as retail centers has become commonplace in cities across the nation. Highly successful renovations like Boston's Fanueil Hall (one of the very first) are built on this concept. But you don't have to be located in an historic district or be an old company to make history work for you. Individual businesses, small enterprises and young companies can also tap into the advertising opportunities that their own histories and the history of the city provide.

Your marketing goal is to connect the present to the past in order to underscore your depth of experience and to exhibit your commitment to service and a quality product. The following section provides tried and true examples of ways to successfully incorporate your business heritage into a comprehensive marketing plan.

The Boston Business Heritage Project and its partners wish much success to all members of Boston's business community, and look forward to including many more names in this listing in years to come. As you prepare to guide your business into the 21st century, remember it is possible to cherish your history, while still looking towards the future.

The longer it's been around, the more personal meaning your company holds as a cherished part of your community. That experience is part of your community. That experience is part of why you've been successful—and that's your business history.

Time is Money! 12 Timely Ideas for Marketing your Business

1. Historic Logos

Some businesses use visual images from their past to create new logos. For example, a local tailor is using a turn-of-the-century suit tag and old-fashioned typeface for his new logo.

2. Capitalize on Architecture or Location

Use a unique historic building to your advantage. National retailers like Banana Republic are experts at blending architecture, product mix and display together to create a signature look within the unique character of the urban environment.

3. Storefront Facelifts

Investments in the historic look of your building pay off. Kinvara Pub in Allston remodeled a tired storefront turning it into a traditional Irish pub, and increased business over 150%.

4. A Sign of Quality

Buildings with character deserve signs with character. A California trade and commerce report found that well-designed signs of quality materials were one of the most cost effective ways of increasing business—by as much as 270%.

5. Intriguing Interiors

Even if you're in a newer building you can make a design statement about your company roots. Lenox Martell is a third-generation company, and part of Boston's long-established soda industry. When they moved to Jamaica Plain, they remodeled their offices with a 1920s decor.

6. A Window on History

Some things never make it to the dumpster, and thank goodness. For a special event or promotion, pair up your current products with historical items and photos in a classy and eye-catching window display.

7. Giveaways

Find something uniquely (and traditionally) associated with your industry, product mix or service. Reproduce it as a "freebie". An old site in New Mexico gave away stiff paper fans like the ones offered by businesses in Victorian days. It was printed with the company logo and anniversary slogan.

8. Menus, Placemats, Paperbags

Some of the best examples of printed matter come from restaurants that have placed their history or anecdotes on their menus. F. J. Doyle's in Jamaica Plain includes songs and poems that have been written about the neighborhood pub over the course of 116 years.

9. Advertising, Brochures and Development Pieces

Use historic images in advertising and capitalize on anniversaries, community traditions, ethnic or family ties. Any promotional piece can incorporate some company history. Consider a few fun historical facts, quotes from a founder, or old images. Annual reports, which tell people where you are heading as a company, are excellent vehicles for company history which puts your growth into perspective.

10. Trade Shows

To celebrate its 75th anniversary, Allston auto-parts patriarch Ellis the Rim Man hosted a trade show. The promotion was partly financed by ads placed by wholesalers in a low-cost publication of the company history.

11. Tie Nostalgia Theme to a Promotion

For a limited time, offer an original item or roll the prices back to your opening day. Offer a discount to patrons the same age as your business on your anniversary.

12 Partners in History

Participate in any local merchant's association events or start one with a history theme, such as "Old Oak Square Shopping Days." Joint advertising provides benefits to all who participate, and creates the sense of a connected business district.

Join the Project

The Boston Business Heritage Project

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The Boston Business Heritage Project

Boston Business Heritage Project was formed in 1996 through a collaboration of the City of Boston, The Bostonian Society, and the Boston Preservation

Alliance, with the intent to identify and celebrate generations of Boston business. By supporting commercial enterprise and responsible development, and by celebrating preservation of historic commercial sites, we hope to educate Boston consumers, engender pride among residents of the city, and provide an economic boost to Boston's long-standing businesses.

The program recognizes individual businesses that are from 25, 50, 75, 100 and 200 years and older. Participating businesses receive a certificate of achievement to acknowledge long term investment and service to Boston, and a Boston Business Heritage decal to display in their establishment. If you know of a business that qualifies for heritage status, please contact us.

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Acknowledgments

The Boston Business Heritage Project Partners would like to thank all the members of the business community and neighborhood commercial districts who responded so positively to our project. Special thanks also to Thomas H. O'Connor for permission to reproduce the text of his speech presented at the inaugural celebration on Tuesday, May 13, 1997.

Our Fortune is Made—Second edition, ©1999